

Abstract

Program data and information associated with at least a consumer commodity that appears in a program of the program data are synchronously transmitted. The 5 program data and the information associated therewith are received. The received program data is reproduced. The reproduced data is displayed on a displaying portion. Information associated with one selected from a plurality of consumer commodities displayed on the 10 displaying portion is extracted and displayed. The viewer can buy a consumer commodity at a store corresponding to the extracted information.